

AMENDMENT OF THE CLAIMS:

Please delete the previous Title to Invention as follows:

~~INTERNET BASED BRAND MANAGEMENT AND MARKETING
COMMUNICATION INSTRUMENTATION NETWORK FOR DEPLOYING, INSTALLING
AND REMOTELY PROGRAMMING BRAND BUILDING SERVER SIDE DRIVEN
MULTI-MODE VIRTUAL KIOSKS ON THE WORLD WIDE WEB (WWW), AND
METHODS OF BRAND MARKETING COMMUNICATION BETWEEN BRAND
MARKETERS AND CONSUMERS USING THE SAME~~

and add the new Title of Invention as follows:

--INTERNET-BASED PRODUCT BRAND MARKETING COMMUNICATION
NETWORK ALLOWING MEMBERS OF A BRAND MANAGEMENT TEAM TO
COMMUNICATE DIRECTLY WITH CONSUMERS BROWSING ALONG THE FABRIC OF
THE WORLD WIDE WEB (WWW), USING PROGRAMMABLE MULTI-MODE VIRTUAL
KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY
PRODUCT BRAND MANAGEMENT TEAM MEMBERS AND/OR AUTHORIZED
PARTIES---

AMENDMENT OF THE CLAIMS:

Please cancel claims 1-30 without prejudice or disclaimer, and add new rewritten claims 31-57 as follows:

Claims 1-30 (canceled)

Claim 31 (new): An Internet-based product brand marketing communication network allowing members of a product brand management team to communicate directly with consumers present along the fabric of the World Wide Web (WWW), said Internet-based product brand marketing communication network comprising:

a first Web-based subsystem allowing members of the product brand management team for a registered consumer product, as well as other authorized parties, to create and manage a consumer product information (CPI) link structure for each consumer product registered with said Internet-based product brand marketing communication network,

wherein said CPI link structure includes the following items:

(i) a Unique Product Number (UPN) assigned to the consumer product; and

(ii) a set of URLs for a plurality of brand information resources stored on Web-based information servers operably connected to the Internet, and wherein said brand information resources can be selected by one or more members of the product brand management team and said authorized parties to program said set of brand information resources for the consumer product;

a second Web-based subsystem for allowing product brand management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered with said Internet-based product brand marketing communication network, and offered for purchase and sale along a stream of electronic commerce, so that said plurality of MMVKs can be installed in and launched from points along the fabric of the WWW, and accessible by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the

Internet, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within an HTML-encoded page along the fabric of the WWW, and

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a brand information network (BIN) menu display mode for displaying a set of brand information resources arranged for selection by consumers using said Web browser;

a plurality of Web-based information servers operably connected to the Internet, for storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of brand information resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

wherein members of the product brand management team are allowed to independently program said set of brand information resources displayable during said BIN menu display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the product brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular product brand marketing campaign may require;

wherein, upon the Web browser of a consumer encountering an installed MMVK tag along the fabric of the WWW, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, and said MMVK automatically plays through said display modes, in a programmed sequential manner, inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, along the fabric of the WWW where said MMVK has been installed.

Claim 32 (new): The Internet-based product brand marketing communication network of claim 31, which further comprises:

a plurality of e-commerce (EC) enabled information servers supporting a plurality of EC-enabled Web-sites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs;

wherein each said EC-enabled Web-site includes a plurality of HTML-encoded pages containing images and/or text descriptions of said registered plurality of consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet; and

wherein the GUI of said MMVK automatically displays one or more URLs pointing to one or more EC-enabled stores or online product catalogs on the WWW, at which the consumer product identified by its assigned UPN can be purchased, and subsequently delivered to a specified physical address.

Claim 33 (new): The Internet-based product brand marketing communication network of claim 31, wherein the interaction between consumers and said MMVKs is automatically measured, metrics relating to said interaction are automatically collected, and members of said product brand management teams are allowed to view metrics reports generated from said metrics relating to said interaction, so as to help analyze the effectiveness of a product brand marketing campaign being run over one or more of said MMVKs installed along the fabric of the WWW.

Claim 34 (new): The Internet-based product brand marketing communication network of claim 31, wherein, for each MMVK created and deployed for a consumer product, the computer-executable server-side component associated with said MMVK comprises the UPN assigned to the consumer product.

Claim 35 (new): The Internet-based product brand marketing communication network of claim 31, wherein, for each MMVK created and deployed for a particular consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 36 (new): The Internet-based product brand marketing communication network of claim 31, wherein said CPI link structure further comprises, for each consumer product,

(iii) a Trademark (TM) assigned to the registered consumer product;

(iv) a Product Descriptor (PD) associated with the registered consumer product; and

(v) a set of display attributes associated with each brand information resource in said CPI link structure.

Claim 37 (new): The Internet-based product brand marketing communication network of claim 31, wherein said set of brand information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 38 (new): The Internet-based product brand marketing communication network of claim 31, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 39 (new): The Internet-based product brand marketing communication network of claim 31, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), a mobile computer and a wireless touch-screen computer.

Claim 40 (new): The Internet-based product brand marketing communication network of claim 31, wherein said Web browser of the consumer encountering said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 41 (new): The Internet-based product brand marketing communication network of claim 31, wherein after a CPI link structure has been initially created for one said consumer product using said first Web-based subsystem, then a member of the product brand management team can create and deploy one or more MMVKs for said consumer product using said second Web-

based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs using said third Web-based subsystem.

Claim 42 (new): The Internet-based product brand marketing communication network of claim 31, wherein a supply-chain information management system is used to import said UPN, said TM and said PD associated with each said CPI link structure, into a database supported on said Internet-based product brand marketing communication network.

Claim 43 (new): The Internet-based product brand marketing communication network of claim 31, wherein said first Web-based subsystem includes a relational database management system (RDBMS) for storing and managing at least one said CPI link structure for each consumer product registered with said Internet-based product brand marketing communication network.

Claim 44 (new): The Internet-based product brand marketing communication network of claim 31, wherein said authorized parties include members selected from the group consisting of agents of the manufacturer of said consumer products, and retail trading partners of the manufacturers.

Claim 45 (new): An Internet-based product brand marketing communication network allowing members of a product brand management team to communicate directly with consumers present along the fabric of the World Wide Web (WWW) and driving said consumers to electronic commerce (EC) enabled Web-sites to purchase consumer products, said Internet-based product brand marketing communication network comprising:

a first Web-based subsystem allowing members of the product brand management team for a registered consumer product, as well as other authorized parties, to create and manage a consumer product information (CPI) link structure for each consumer product registered with said Internet-based product brand marketing communication network,

wherein said CPI link structure includes the following items:

- (i) a Unique Product Number (UPN) assigned to the consumer product; and
- (ii) a set of URLs for a plurality of brand information resources stored on Web-based information servers operably connected to the Internet, and wherein said brand information resources can be selected by one or more members of the product brand management team and

said authorized parties to program said set of brand information resources for the consumer product;

a plurality of e-commerce (EC) enabled information servers supporting a plurality of EC-enabled Web-sites selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs, wherein each said EC-enabled Web-site includes a plurality of HTML-encoded pages containing images and/or text descriptions of said plurality of registered consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a second Web-based subsystem for allowing product brand management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are registered with said Internet-based product brand marketing communication network, and offered for purchase and sale at said plurality of EC-enabled Web-sites, so that said plurality of MMVKs can be installed in and launched from points along the fabric of the WWW, and accessible by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within an HTML-encoded page along the fabric of the WWW, and

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a brand information network (BIN) menu display mode for displaying a set of brand information resources arranged for selection by consumers using said Web browser;

a plurality of Web-based information servers operably connected to the Internet, for storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of brand information resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

wherein members of the product brand management team are allowed to independently program said set of brand information resources displayable during said BIN menu display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the product brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular product brand marketing campaign may require;

wherein, upon the Web browser of a consumer encountering an installed MMVK tag along the fabric of the WWW, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, and said MMVK automatically plays through said display modes inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, along the fabric of the WWW where said MMVK has been installed;

wherein the GUI of said MMVK automatically displays one or more URLs pointing to one or more EC-enabled stores or online product catalogs on the WWW at which the consumer product identified by its assigned UPN can be purchased, and subsequently delivered to a specified physical address; and

wherein the interaction between consumers and said MMVKs is automatically measured, metrics relating to said interaction are automatically collected, and members of said product brand management teams are allowed to view metrics reports generated from said metrics relating to said interaction, so as to help analyze the effectiveness of a product brand marketing campaign being run over one or more of said MMVKs installed along the fabric of the WWW.

Claim 46 (new): The Internet-based product brand marketing communication network of claim 45, wherein said MMVK automatically plays through said display modes, in a programmed sequential manner, inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, along the fabric of the WWW where said MMVK has been installed.

Claim 47 (new): The Internet-based product brand marketing communication network of claim 45, wherein, for each MMVK created and deployed for a consumer product, the computer-executable server-side component associated with said MMVK comprises the UPN assigned to the consumer product.

Claim 48 (new): The Internet-based product brand marketing communication network of claim 45, wherein, for each MMVK created and deployed for a particular consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 49 (new): The Internet-based product brand marketing communication network of claim 45, wherein said CPI link structure further comprises, for each consumer product,

- (iii) a Trademark (TM) assigned to the registered consumer product;
- (iv) a Product Descriptor (PD) associated with the registered consumer product; and
- (v) a set of display attributes associated with each brand information resource in said CPI link structure.

Claim 50 (new): The Internet-based product brand marketing communication network of claim 45, wherein said set of brand information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 51 (new): The Internet-based product brand marketing communication network of claim 45, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 52 (new): The Internet-based product brand marketing communication network of claim 45, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), mobile computer and a wireless touch-screen computer.

Claim 53 (new): The Internet-based product brand marketing communication network of claim 45, wherein said Web browser of the consumer encountering said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 54 (new): The Internet-based product brand marketing communication network of claim 45, wherein after a CPI link structure has been initially created for one said consumer product using said first Web-based subsystem, then a member of the product brand management team can create and deploy one or more MMVKs for said consumer product using said second Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs using said third Web-based subsystem.

Claim 55 (new): The Internet-based product brand marketing communication network of claim 46, wherein a supply-chain information management system is used to import said UPN, said TM and said PD associated with each said CPI link structure, into a database supported on said Internet-based product brand marketing communication network.

Claim 56 (new): The Internet-based product brand marketing communication network of claim 47, wherein said first Web-based subsystem includes a relational database management system (RDBMS) for storing and managing at least one said CPI link structure for each consumer product registered with said Internet-based product brand marketing communication network.

Claim 57 (new): The Internet-based product brand marketing communication network of claim 45, wherein said authorized parties include members selected from the group consisting of agents of the manufacturer of said consumer products, and retail trading partners of the manufacturers.